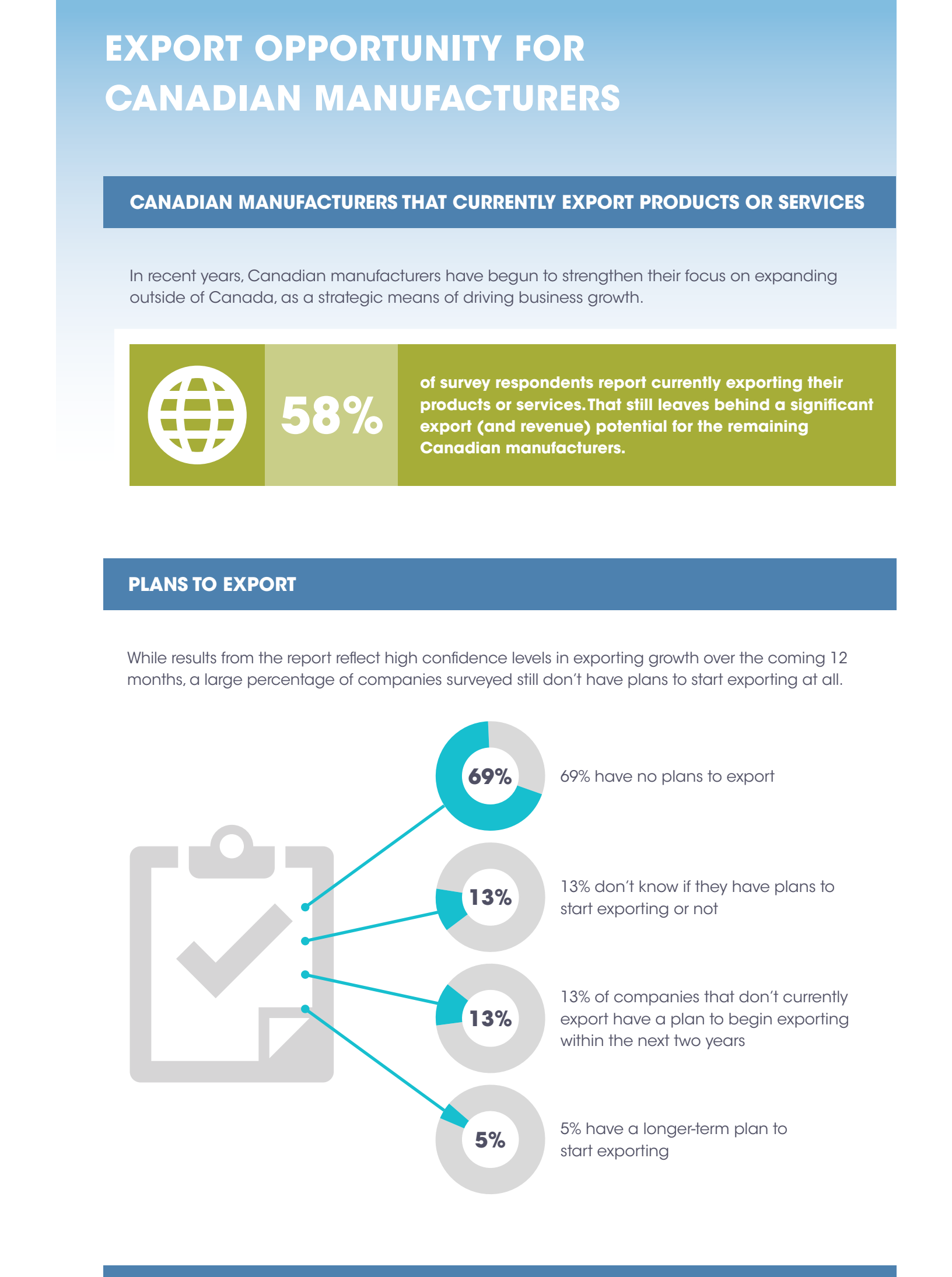
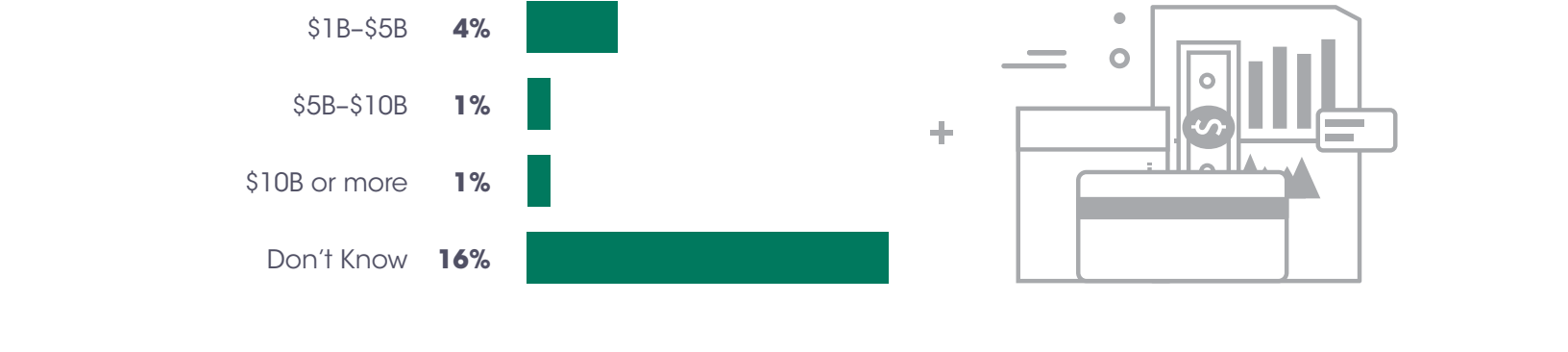
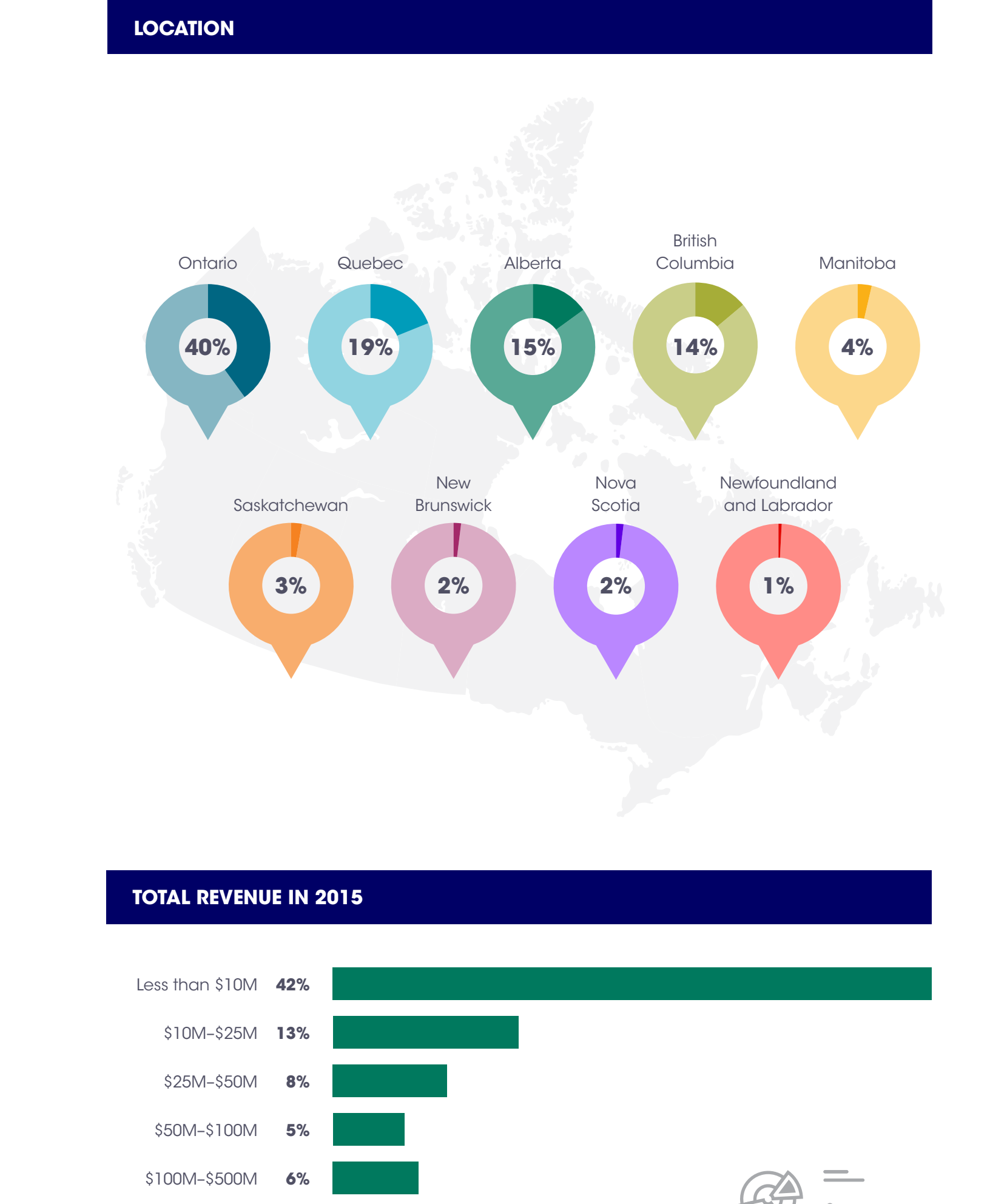
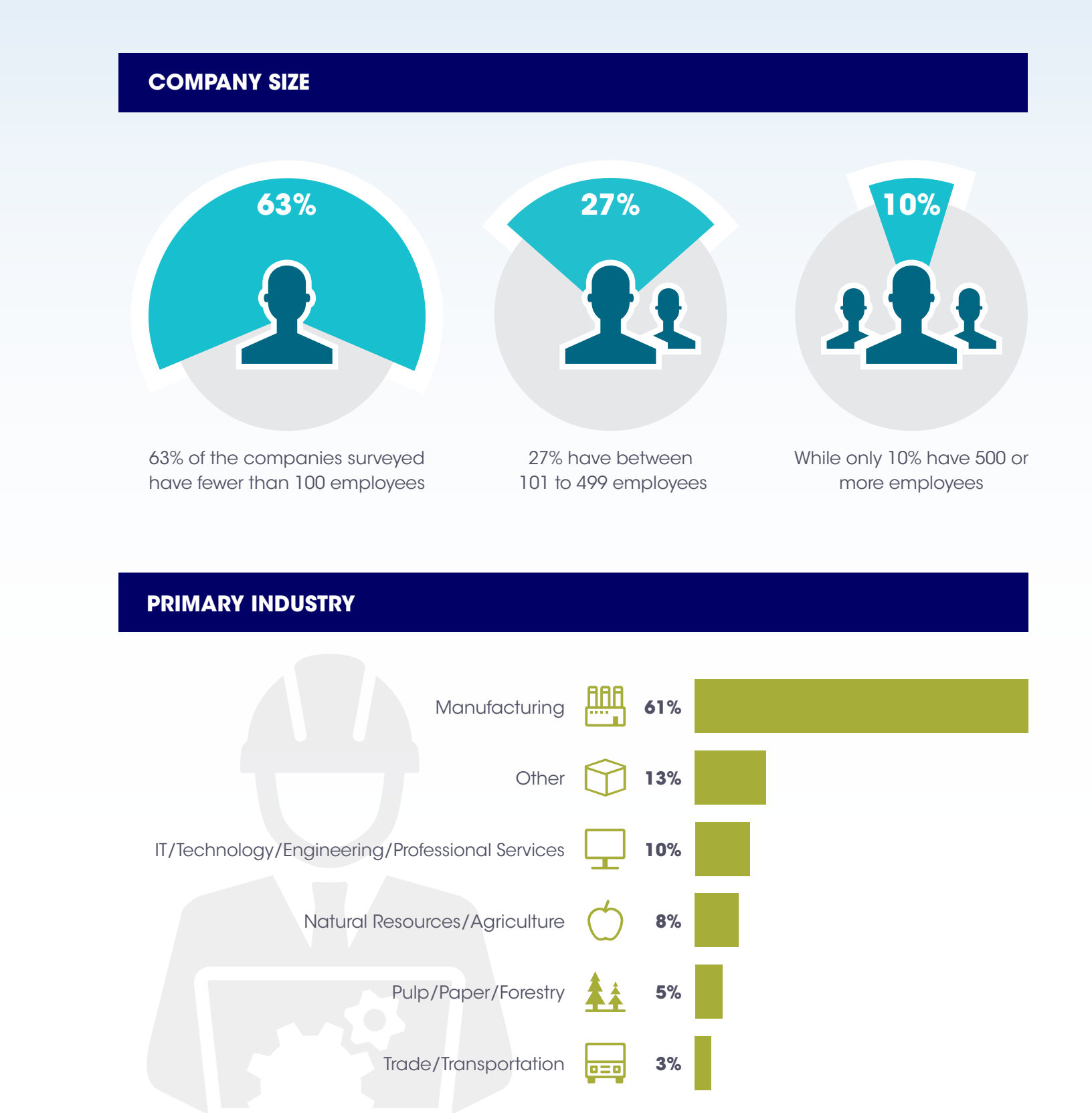


BENCHMARK YOUR EXPORT READINESS: MEASURING THE CANADIAN POTENTIAL

Most Canadian manufacturers recognize the importance of exporting their products beyond Canada, as a means of expanding their revenue growth. However, according to the inaugural *Export Insights Report for 2016* (produced by CanadianManufacturing.com), less than half of the exporters surveyed (47%) have a comprehensive export strategy, with only 26% reporting a long-term strategy.

The survey cites the U.S. as the top market choice for Canadian exports. But are Canadians ready to take advantage of the potential opportunity waiting for them south of the border?

* 2016 survey based on over 500 Canadian manufacturing executives



EXPORT OPPORTUNITY FOR CANADIAN MANUFACTURERS

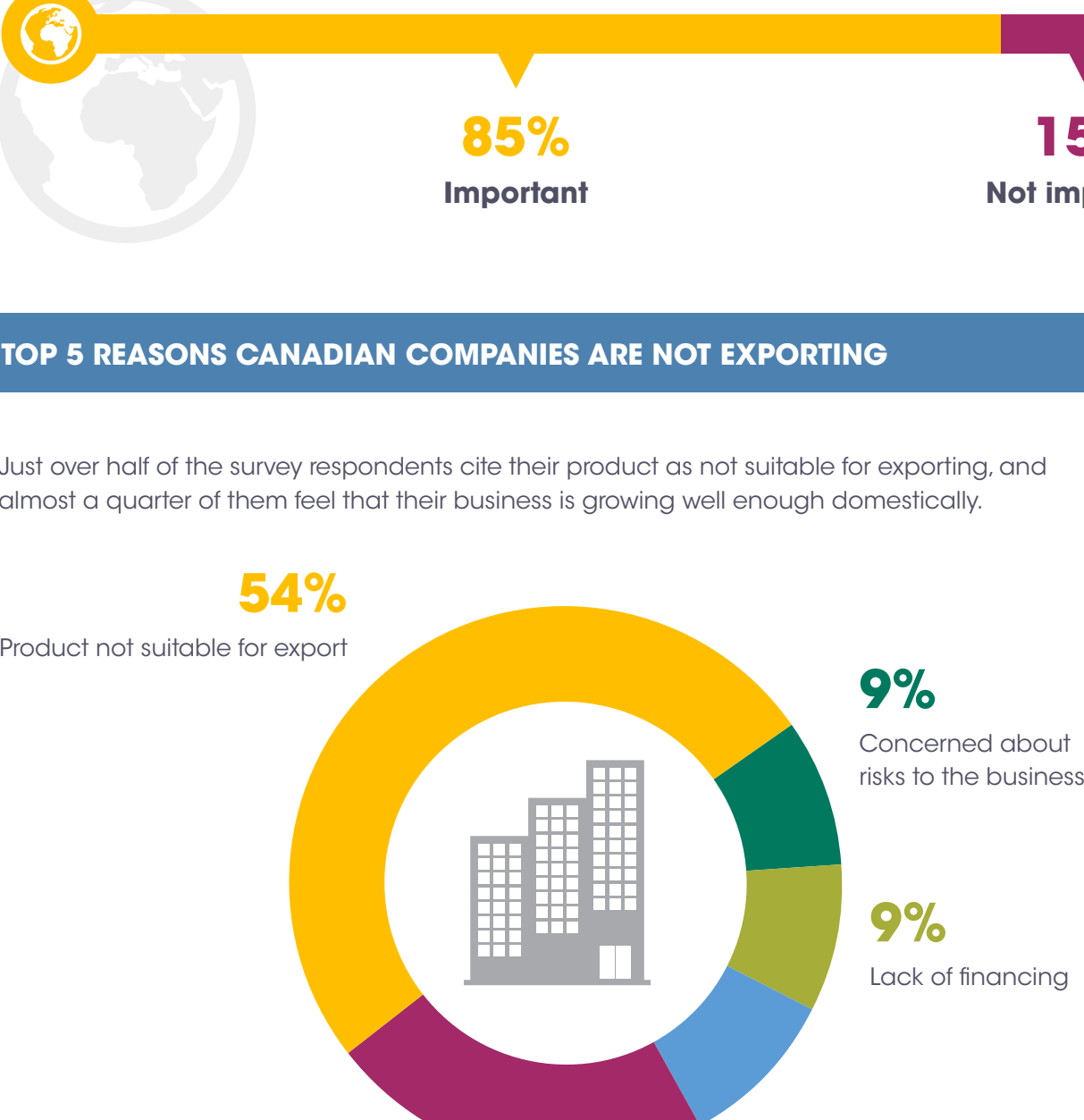
CANADIAN MANUFACTURERS THAT CURRENTLY EXPORT PRODUCTS OR SERVICES

In recent years, Canadian manufacturers have begun to strengthen their focus on expanding outside of Canada, as a strategic means of driving business growth.



PLANS TO EXPORT

While results from the report reflect high confidence levels in exporting growth over the coming 12 months, a large percentage of companies surveyed still don't have plans to start exporting at all.

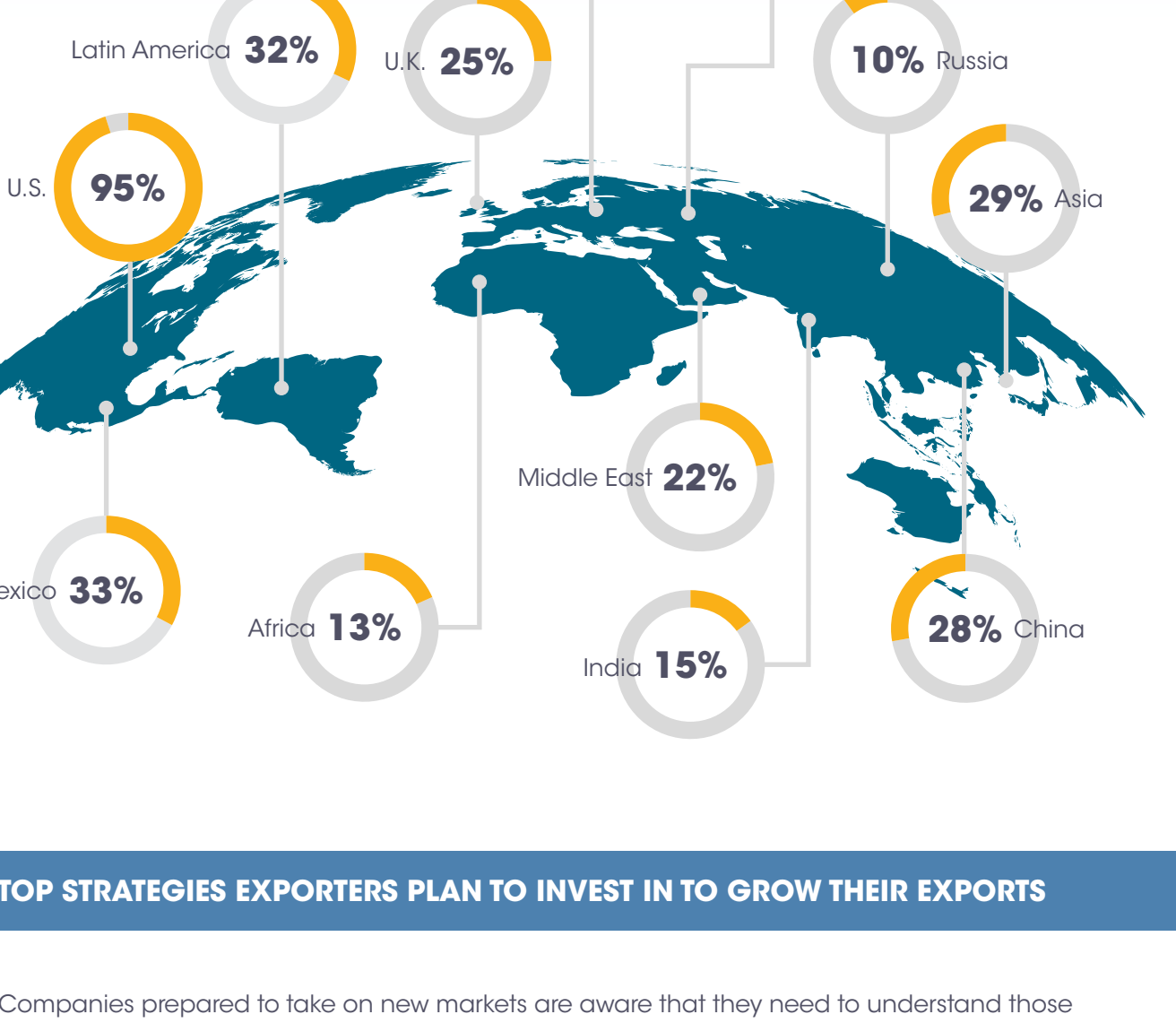


DO EXPORTERS HAVE A COMPREHENSIVE EXPORTING STRATEGY?

Surprisingly, many companies who do currently export indicate that they don't have an export strategy in place. Of the exporting companies surveyed, the majority either don't have a strategy or don't know if they have a strategy.



TOP EXPORTING CHALLENGES

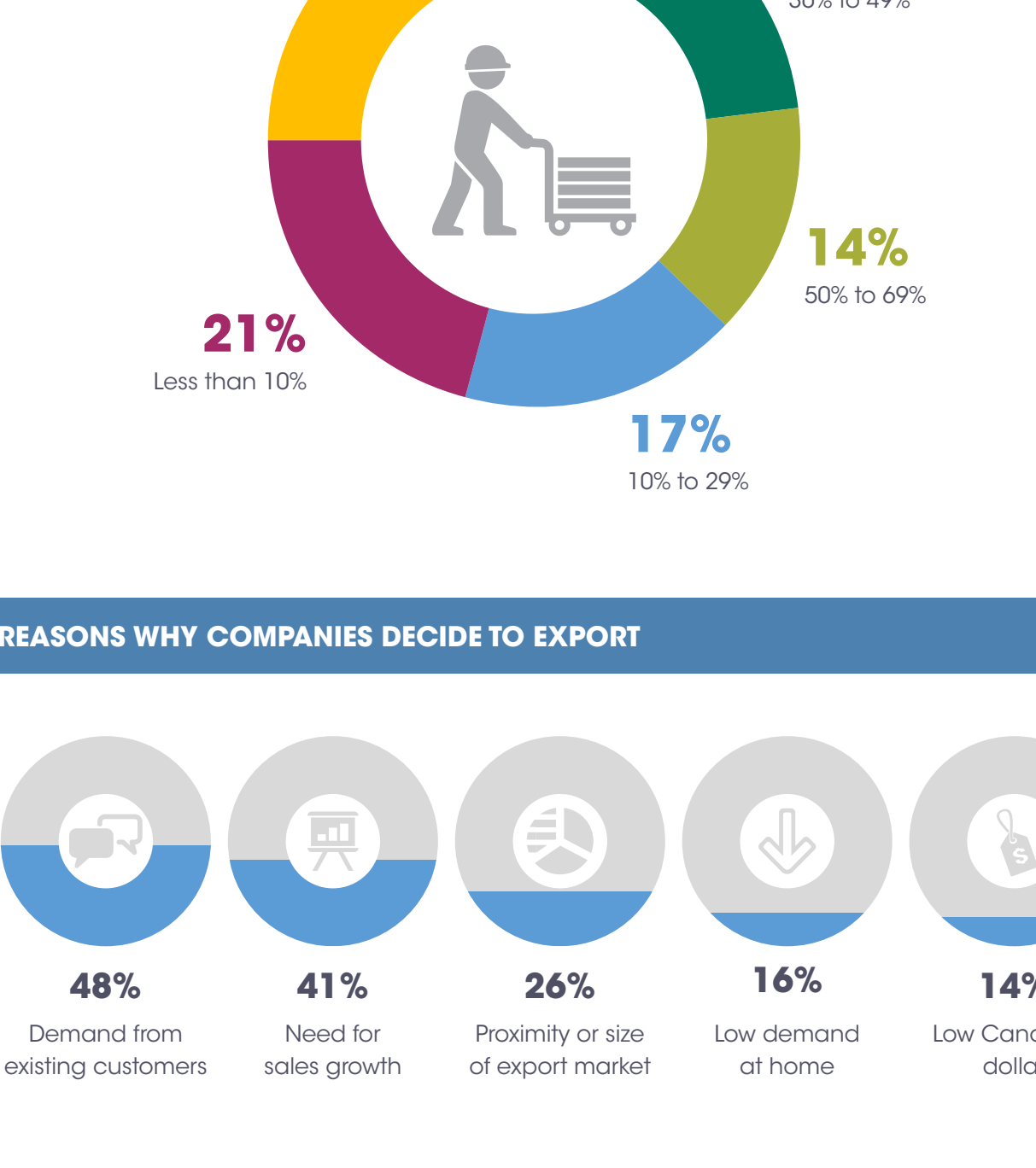


IMPORTANCE OF EXPORTING BEYOND THE U.S.

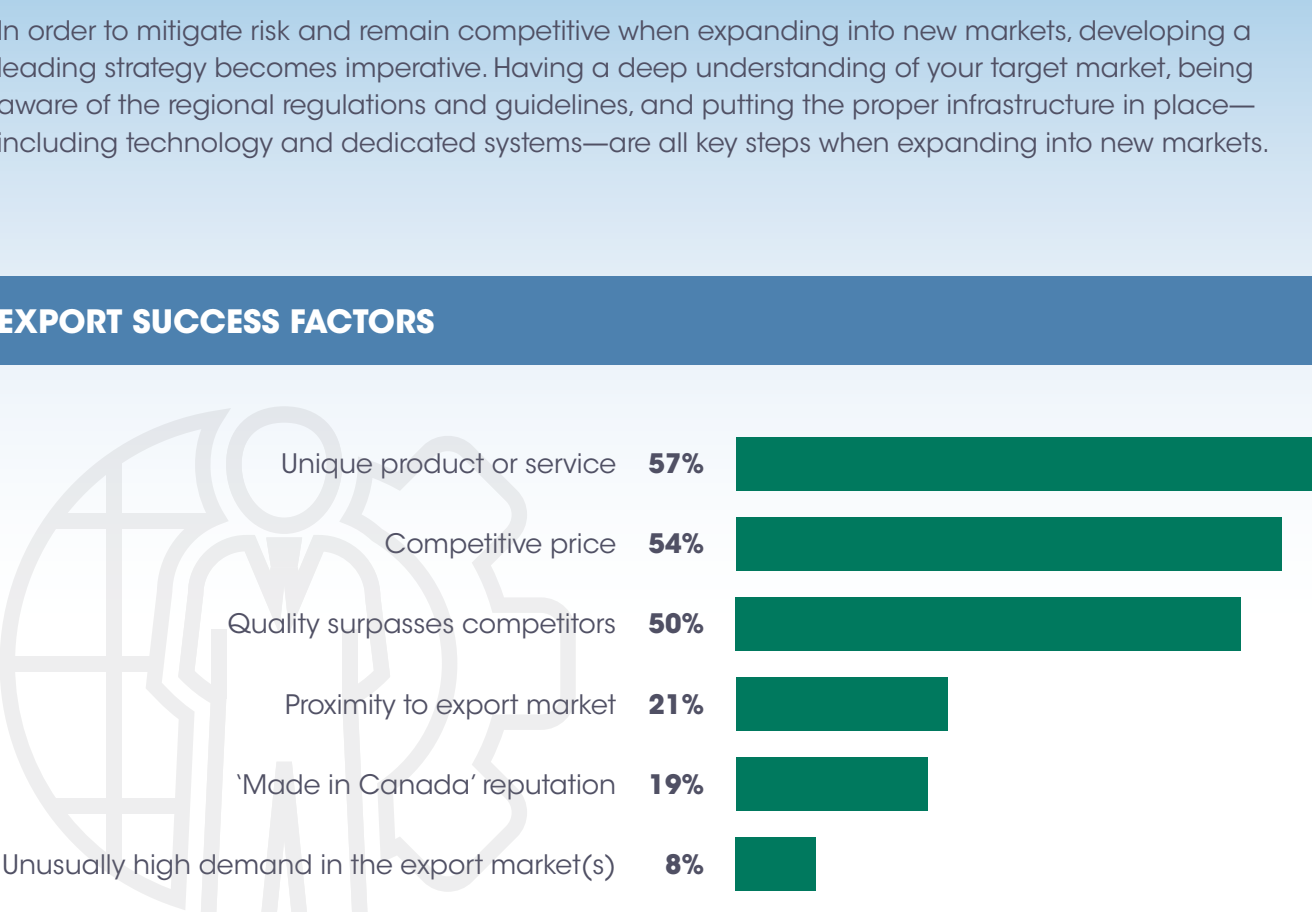


TOP 5 REASONS CANADIAN COMPANIES ARE NOT EXPORTING

Just over half of the survey respondents cite their product as not suitable for exporting, and almost a quarter of them feel that their business is growing well enough domestically.



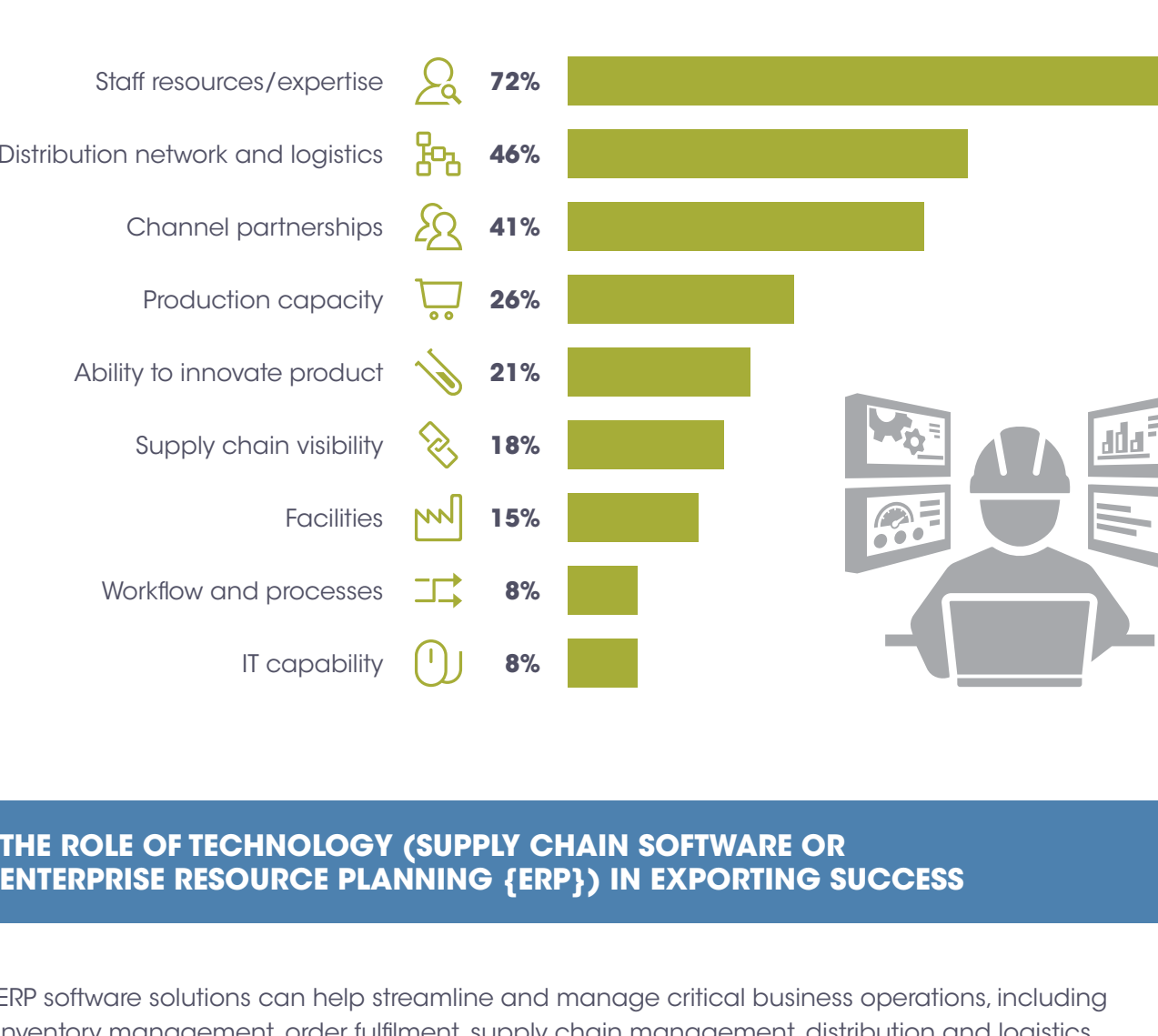
TYPE OF PRIMARY EXPORT



THE OPPORTUNITY FOR EXPORT (AND REVENUE) GROWTH

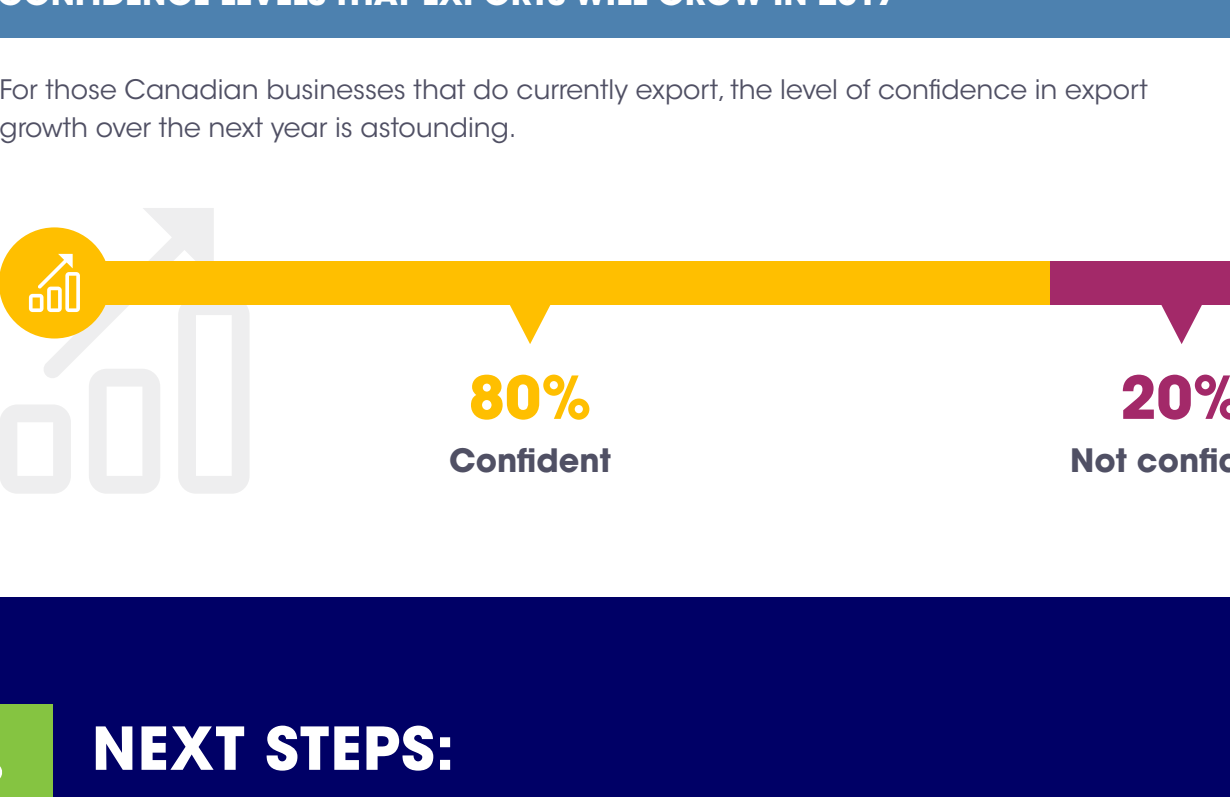
THE TOP EXPORT DESTINATIONS

It's not surprising that the U.S. is by far the largest target market for Canadian manufacturers, with Mexico, Latin America and Europe following.



TOP STRATEGIES EXPORTERS PLAN TO INVEST IN TO GROW THEIR EXPORTS

Companies prepared to take on new markets are aware that they need to understand those markets and have a plan. So how are they preparing?



PERCENTAGE OF COMPANY SALES FROM EXPORTING

Exporting is a lucrative venture for Canadian manufacturers, with a quarter of companies reporting that sales from exports make up more than 70% of their total sales.



REASONS WHY COMPANIES DECIDE TO EXPORT

PREPAREDNESS IS KEY

In order to mitigate risk and remain competitive when expanding into new markets, developing a leading strategy becomes imperative. Having a deep understanding of your target market, being aware of the regional regulations and guidelines, and putting the proper infrastructure in place—including technology and dedicated systems—are all key steps when expanding into new markets.

EXPORT SUCCESS FACTORS

DO YOU HAVE THE RIGHT TOOLS AND KNOWLEDGE FOR EXPORTING?

While a significant number of manufacturers feel prepared to export successfully, a combined 32% report that they either don't or don't know if they have the right tools and knowledge in place.

AREAS OF LIMITATION FOR EXPORTING

A lack of staff resources and expertise represents the biggest area of weakness in a company's ability to export.

THE ROLE OF TECHNOLOGY (SUPPLY CHAIN SOFTWARE OR ENTERPRISE RESOURCE PLANNING (ERP)) IN EXPORTING SUCCESS

ERP software solutions can help streamline and manage critical business operations, including inventory management, order fulfillment, supply chain management, distribution and logistics planning, finance planning and compliance management, to ensure that businesses are set up for exporting success. Is it important to your success?

CONFIDENCE LEVELS THAT EXPORTS WILL GROW IN 2017

For those Canadian businesses that do currently export, the level of confidence in export growth over the next year is astounding.

NEXT STEPS:

If you want to learn how SYSPRO can help manage your business operations if you plan to expand to the U.S. market, contact us today at info@ca.syspro.com or +1 (888) 259-6666.